

## CHAPTER IV

### DATA ANALYSIS

In this chapter, the writer analyzed the collected data. The collected data is a music video from Katy Perry, *Part of Me*. The writer analyzed the important moments in the music video based on Susan Bordo's theory on *Unbearable Weight: Feminism, Western Culture, and The Body*. *Part of Me* music video demonstrates the struggle of female body to become a masculine body. Katy Perry's transformation from female vulnerable body to male powerful body can be seen as the representation of women empowerment in a narrow definition because it shows female ability, in this case Katy Perry's, to choose her own destiny. Katy Perry bravely takes a big step in her life to become a powerful woman by striving in a marine training which traditionally is a male domain workplace.

In the song's lyric, Katy Perry gives the impression that the lyrics of this song contain the spirit of a woman who is unbreakable no matter what is happening to her.

*Days like this, I want to drive away  
Pack my bags and watch your shadow fade  
You chewed me up and spit me out  
Like I was poison in your mouth  
You took my light, you drain me down  
But that was then and this is now  
Now look at me*

In the first verse, Katy Perry cannot stay any longer in a toxic relationship and wants to run away because everything her boyfriend has done was rude to her. Even Katy Perry was feeling down, at the end of the day she proves to everyone that she comes back as a stronger

person after deciding to leave her depressing relationship. She feels stronger and lets all of the things that they used to share together.

*This is the part of me*

*That you're never gonna ever take away from me, no*

*This is the part of me*

*That you're never gonna ever take away from me, no*

*Throw your sticks and your stones*

*Throw your bombs and your blows*

*But you're not gonna break my soul*

*This is the part of me*

*That you're never gonna ever take away from me*

Later in the chorus, it is stated that Katy Perry leaves all those unfair treatments behind. She finally realizes that her boyfriend will never manage to take her happiness and her passion away. Even when this man physically or mentally hurts her, she is able to survive and remains powerful. Below is the detailed analysis of Katy Perry's representation of body as a site of struggle within the music video.

#### **4.1 Katy Perry's appearances which conform to femininity**

This sub-chapter discusses Katy Perry's appearances before breaking up with her man which conform to femininity. This part lays the foundation to understand the writer's idea of women empowerment represented on women's body which happens later on with Katy Perry. In this part, the writer discusses Katy Perry's appearances in the earlier part of the video when she is still in the relationship with her man. The scene representing this period is short, yet it gives a background on who Katy Perry was before the transformation. The discussion will focus on four obvious appearances: haircut, physical body, make up and outfit.

#### 4.1.1. Hair cut

Hair is generally used by women to show their identity. Women commonly have longer head hair than men and spend more time and money than men in styling and maintaining it (Manning, 2011. p. 35). As a woman, the writer learns that women should always treat their hair carefully in order to get a perfect hair. Hair, in short, is moderately chosen to define oneself and can boost up someone's confidence, while a wrong haircut or hairdo may ruin women's confidence. That is why women are willing to spend so much money and so many hours to have perfect hair.

In the video, initially Katy Perry is portrayed as having long hair. She has her black hair long and loose in the opening of the video as shown in Figure 4.1. The consequence of having a typical long hair is that Katy Perry needs a high requirement of maintenance to always have good hair.

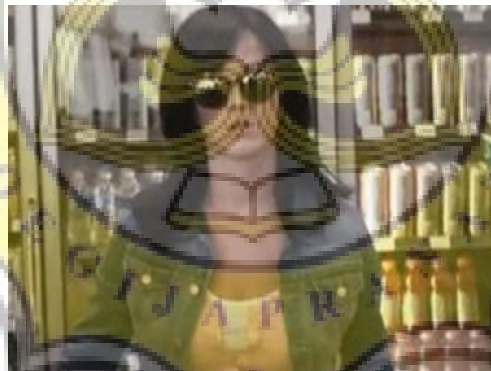


Figure 4.1 Katy Perry has a long black hair (Min 00:00:51)

Most importantly, long hair is strongly associated to femininity. Generally for a woman, in the writer's experience, long flowing hair that looks like a princess' hair is such a dream hairstyle. Long hair has a symbolic meaning of power, activity, cheerfulness, vitality, and success which were implied in biblical and mythological stories all over the world (Bereczkei & Mesko, 2006, p. 41). With this kind of existing image, women are charmed to believe that

having long hair is what is expected by the society. Generally men have an expectation that women should have a long hair. In the patriarchal culture, long hair is also often considered as a feminine beauty.

#### **4.1.2. Physical body**

In the beginning of the music video, Katy Perry wears a pink dress above the knee that shows some curves of her body (Figure 4.2).

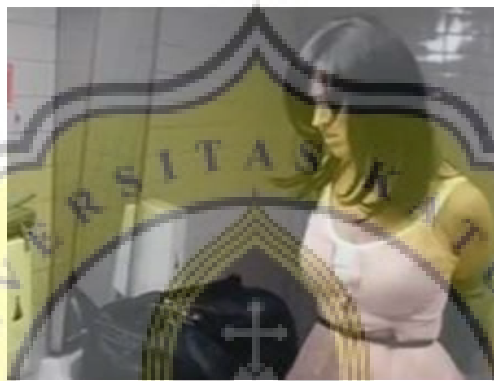


Figure 4.2 Katy Perry's body is still pictured as feminine (Min 00:01:12)

She reveals lower curves of her thighs and a little bit of her cleavage. Since the 1980s, there has been constructive standards that huge breasts are a feminine ideal (Wood, 1993, p. 38). Breasts are also often seen as objects to measure the ideal beauty and attractiveness of women. Media such as magazines, television, and the internet often present women's breasts as sexual objects. Women are expected to have big and perfectly shaped breasts. Many women in various music videos wear bras and bikinis to attract men's attention. The media bring up the idea that women's bodies such as breasts are sexual objects which were built for male satisfaction and pleasure (Ward, Merriwether, & Caruthers, 2006, p. 704).

Susan Bordo says that women have been particularly vulnerable due to the practices they have to do in order to achieve perfection (Bordo, 1993, p. 168). Since a long time ago, women have been really aware of their weaknesses and imperfections. With the ongoing

display of media which shows that women should always look beautiful and perfect, women have high chance to become depressed and stressed. This condition may lead to physical and emotional disorders. The rival woman in the music video has blonde hair and thinner body. Katy Perry is really disappointed by her boyfriend who secretly chooses to be with someone who stereotypically and physically more attractive than her. This is one of the reasons why Katy Perry wants to move on and chooses her own way later on.

#### 4.1.3. Make-up

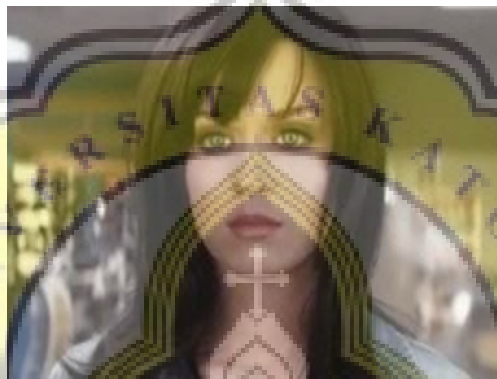


Figure 4.3 Katy Perry with a natural make-up (Min 00:01:01)

Katy Perry also uses make-up as a tool to enhance her facial features in Figure 4.3. Many women feel more confident if they wear make-up on daily basis. There is a belief among women that make-up will positively increase their level of physical attractiveness (Scott, 2015, p. 4). The use of make-up can cover many skin issues such as acnes, blemishes, and dark circles under the eyes. Many products of cosmetics are quick improvement rather than diet or exercise programs which need a long time.

Katy Perry uses a natural type of make-up with a dark colored eyeshadows and pink shade of lipstick. The eyeshadow color gives a contour effect to her eyes which attracts more attention to her eyes area. Her natural pink shade of lipstick almost looks like a natural lip color. The selection of nude color like this explains that she wants to stay soft and calm. The

natural color can also mean that she does not want to look too dominant and assertive. In this part of music video, Katy Perry's wearing make up emphasizes the assumption that women have to wear make up in order to be seen as beautiful. The consumption of make up even if just a little bit gives women some sort of psychological boost to help them gain confidence.

#### **4.1.4. Outfit**

Katy Perry's looks in Figure 4.4 show that she wears a typical feminine clothing. In terms of outfit, women have more choices in dressing themselves. If men customarily only wear pants, women are able to wear either skirts or pants. Clothes has a role to show our identity that is consistent with our inner beliefs (Goodman, Knotts, & Jackson, 2007, p. 105). Katy Perry's choice to wear dress instead of clothes with trousers or jeans gives the impression that she represents herself as a feminine girl.

Katy Perry shows up with a pink dress wrapped with a jean jacket and high heel ankle boots. Her dress is clearly visible as she walks out crying and leaving her boyfriend. These types of outfits are generally seen in music videos and the outfit show stereotypical feminine traits. The pink color in Katy Perry's dress is often regarded as a feminine color. There is no actual research or study is done to determine the legitimate reason why pink color is for girls. However, gender is socially constructed as there is a common understanding in society that men and women must have some gendered preferences (Leavy & Trier-Bieniek, 2014, p. 5). The colors pink are for girls and blue are for boys are one of the example of those preferences. Pink color is affiliated with girls and on the contrary blue is considered as masculine color. That is why pink color is widely used for things or movements related to women and femininity.



Figure 4.4 Katy Perry with typically feminine looks (Min 00:00:35)

The shoes that Katy Perry wears are a pair of high heel ankle boots. High heels are widely used by women to boost their looks. These types of shoes are considered as fashionable shoes. When women walk wearing high heels, women swing their hips more and make them feel more enticing. Wearing high heels also enhances women legs to appear longer. However, it is not very comfortable to wear high heels. Many women feel pain around their heels because they have to stand on the tip of their toes. High heels can also cause problems on their back and knees. Despite all of the pain and discomfort, high heels are still able to make women feel more attractive and feminine.

#### **4.2 Katy Perry's transformation and empowerment**

In contrast to the first sub-chapter which talks about Katy Perry's appearances which conform femininity, in this discussion the writer will talk about the transformation of Katy Perry's appearances. The discussion will focus on similar points, Katy Perry's appearance and transformation which are seen in her haircut, physical body, make up and outfit.





Figure 4.5 The advertisement (Min 00:01:03)

The transformation starts from one of the scenes when Katy Perry goes to a supermarket after she confronts her boyfriend who cheats on her. There she sees a close up of an advertisement saying, “all women are created equal, then some become marines” (See Figure 4.11). The scene becomes a turning point in her life. She looks at the advertisement with her wide eyes and calm expression. This advertisement offers the idea that women can do everything and women are equal to men. However, being a marine is challenging and it is not an easy choice. This advertisement, in short, shows that woman can be self-sufficient and does not rely on others to be happy. This gives Katy Perry a vision that she can be a strong and an independent person. Upon seeing this ad, Katy Perry transforms herself and makes a significant change of her body. Below are some of the important scenes that show the transformation of Katy Perry in the music video.

#### 4.2.1. Haircut

There are so many kinds of various hairstyles across time and space. Long hair on women is linked with traditional roles for women like homemaker and wife (Pitts-Taylor, 2008, p. 250). Long flowing hair is also the ideal of beauty which found in many of Disney’s princesses (Leavy & Trier-Bieniek, 2014, p. 1). Nowadays, there are so many short hairstyles that sometimes the styles resemble men’s haircut and give the impression of confidence. In



some cases, when a woman cuts her hair to the extreme, it symbolizes a rejection of femininity that is often associated with weakness and vulnerability.



Figure 4.6 Jordan O'Neil in G.I. Jane movie

Ray Rahman (2012) mentions the similarity between Katy Perry's music video and G. I. Jane movie. In the movie as shown in Figure 4.5, Jordan O'Neil (played by Demi Moore) shaves her head with an electric razor when she becomes the first woman in the U.S. Navy Special Warfare Group training. Jordan O'Neil has to cut her hair as a rite of passage in a Navy boot camp. This scene appears to be emotional because Jordan O'Neil has to let go her long hair in order to join the training.



Figure 4.7 Katy Perry cuts her hair (Min 00:01:18)

*Part of Me* music video also uses the same action. In Figure 4.6, Katy Perry rushes into a public bathroom and takes off all of her previous accessories that she used to wear. She

spontaneously starts cutting her long hair using a pair of scissors and turning it into a pixie-cut haircut while crying. In this part of the video, Katy Perry is in her transitional period from an ordinary woman to be a stronger woman. She seems emotional while she cuts her hair as she is not completely changed yet into a stronger woman. But then she appears to look braver and feel so much more confident after she sees her new self in the mirror. The cutting hair gives sense of liberation of a woman who wants to release all of her emotions in a mental breakdown. This dramatic hair change also indicates the empowerment because Katy Perry has released all emotional attachments which once were her weaknesses. She finally becomes stronger after cutting her hair. Katy Perry also appears to be physically more masculine. Short hair is also easier to manage than the long hair, as it symbolizes a liberated woman (Pitts-Taylor, 2008, p. 250). The transformation initiated by the cutting of the hair is explained by Susan Bordo who says that context is everything (1993, p. 24). For example, a crew cut is seen as feminine if the model wears patterned blouse and has bright lipstick on her lips. Yet, it will be masculine when it is worn with confident body posture and without any makeup. In the case of Katy Perry's video *Part of Me*, the haircut represents an enhanced 'masculinity'; that the woman becomes stronger and more confident.

#### **4.2.2. Physical body**

The singer Katy Perry has appealing physical structures, particularly in her upper body. Previously, Katy Perry looks feminine and girly in her music videos. In "California Gurls" music video, she dresses in bikini and wears an electric blue hair wig. Katy Perry also acts as more innocent and feminine woman by wearing a short dress in the beginning of this video. Some modern feminists assume when a woman flaunts her private body parts is part of liberation and women empowerment. However, later in this video, Katy Perry chooses to cover her breasts to avoid herself to become a sexual object. Instead, she wants to be seen as an equal human being.



Figure 4.8 Katy Perry puts her upper area in a bandage (Min 00:01:24)

Katy Perry hides her upper body in a bandage and it makes her look dramatically different from her normal feminine appearance (See Figure 4.7). Katy Perry's action is similar to Liu, one of the anorectics in Susan Bordo's book who sees breasts as a vulnerable side of the self and once she loses her feminine curves, she feels out of reach of pain (Bordo, 1993, p. 178). After Liu covers the curves of her body, she begins to feel stronger and invulnerable. Liu's act is also mimicked by Katy Perry. The act of taping her breasts has shown that Katy Perry does not want to be seen as a sexual object. She wants to be apart from the feminine image and from the idea that women have breasts only to meet their natural purpose like nurturing and breastfeeding.

#### 4.2.3. Make-up

Media especially television often shows the image of women who look perfect all the time. The standard of perfect and flawless face is the ultimate dream of women. As a result, women often feel unconfident about their looks and facial features. They want to have clear skin, tapering eyelashes, blushing cheeks, and pouty lips. A study by Scott suggests that "cosmetics serve as a sign of femininity in their symbolization of stereotypical feminine values. They are often seen as a way to enhance feminine beauty ideals and serve to help women to conform to our society's beauty expectations" (2015, p. 4). The presence of make-up and cosmetics can become a tool to improve the appearance temporarily. Make-up

improves the appearance of women, and it makes women feel more attractive. Hence, they feel more confident to appear in public.



Figure 4.9 Katy Perry appears with a face free of make-up (Min 00:03:56)

Even make-up has been known as intrinsic part of women's lives, Katy Perry does not put a lot of make-up and mostly go bare face in this music video as shown in Figure 4.8. Susan Bordo mentions that "homogenized image normalize" (1993, p. 25) which there are certain image on media that become a standard in society. Defined eyebrows, pointed nose, and great contour of the face are some homogenized image that comes from models, celebrities, or movie stars. Katy Perry does not follow the standards by wearing full make-up. She makes herself free from any standard and embraces her natural self. She shows everyone that she can be comfortable with her bare face without covers herself with make-up or strives to achieve the stereotype of beauty.



Figure 4.10 Alicia Keys appears in bare face

The movement of face without make-up has encouraged women to be courageous and dare to show themselves for who they are. This movement has inspired women to embrace their natural beauty instead of hiding their imperfections. Another singer who does this movement is Alicia Keys. She is known as a beautiful and talented singer. Figure 4.9 shows Alicia at 2016 MTV Music Video Awards when she chose to appear in public without any make-up on her face. Alicia Keys has done this movement to free herself from all the judgments that women must look perfect all the time (Finn, 2016).

The desire of women to appear without make-up is not supposed to conclude that make-up is a bad thing. It also does not mean that women who wear make-up are less beautiful. There are so many women who wear make-up as their hobby and to make them feel better about themselves. However, for someone to appear without make-up has empowered other women not to feel insecure about their physical imperfections. On the other hand, being make-up free is to become proud and happy of what you truly look like.

#### **4.2.4. Outfit**

For some people, fashion has become a way of showing their true identity. People always have a certain style of fashion based on their own choices. Some types of clothes are able to display their gender, class, age, and even culture. It is commonly believed that people dress typically to reflect their gender, for example, guys in blue and girls in pink. However, the idea that men and women can be differentiated solely based on clothing alone is not completely true. Within the progress of time, women can also dress like men and express a masculine look.



Figure 4.11 Her outfit changes into masculine side (Min 00:01:34)

There is a drastic change in the way Katy Perry dresses herself. When she decides to transform herself to become a marine, she changes her outfit into a hoodie jacket and a pair of grey jeans. The transformation from a dress to a hoody jacket and a pair of grey jeans can be interpreted as a symbol of transformation from the once vulnerable physical appearance with a female body (Bordo, 1993, p. 179) into the present strong physical appearance. Katy Perry releases her femininity and develops into a stronger person by becoming more masculine. As soon as she changes into her new outfit, she looks to be more confident and ready to embrace her new self.

Katy's outfit transformation in Figure 4.10 points out that Katy Perry is able to turn her sorrow and sadness into power. Changing herself into a more masculine type of woman also gives an impression that woman can be anything she wants to be, even when she wants to be more masculine looking. For a long time, men and women have been demanded to fit into the society's gender roles. Men have to embrace their masculinity and women, their femininity. In this music video, Katy Perry shows that anyone can express themselves based on what they aspire to without having to fit into particular stereotypes.

In general, the transformations of Katy Perry's hair, physical body, outfit, and make up represent her struggle and empowerment. As can be seen in the discussion, *Part of Me* music video's concept is promoting self-reliance and self-empowerment; the traits including



girl power. The sense of women empowerment in *Part of Me* music video has inspired women to have the courage to move forward and break all assumptions that suppress women. Women no longer have limits to choose their own destiny. They can do what they aspire to do and struggle for what they desire. Most importantly, Katy Perry's music video is about girl power represented through her body transformation, that is, from feminine to masculine body. Katy Perry's body transformation is in line with Susan Bordo's theory which states that body is the site of struggle. Katy Perry's body transformation does not only change her physically but also psychologically. The gentle and weak body becomes the strong and muscled one; the gentle and weak girl now becomes the confident and independent one.

Until now, young women continue to be taught about "feminine" values. However, the increasing role of women in public service affect their awareness on "masculine" traits such as self-control, perseverance, calmness, expertise, emotional discipline, and many more (Bordo, 1993, p. 171). In the music video, Katy Perry learns the "masculine" virtues which are mentioned by Susan Bordo in Katy Perry's marine training. She is required to always wake up on time and be ready whenever she is needed. Marine basic training has been known as the toughest and longest training out of all other military duties. Katy Perry performs various trainings in order to become a good marine. She does a lot of physical training, including martial arts, rope climbing, and shooting exercise. In Figure 4.12, Katy Perry does a shotgun practice. There is a glimpse of flashback where she once did a shooting game at a game centre. Only this time, she does the real shooting, not a shooting game.





Figure 4.12 Shotgun practice (Min 00:02:06)

Those in the military or police environment always are required to have the ability in shooting sport. This kind of sport is capable of building physical strength and motoric skill, as it needs hand-eye coordination and high ability to focus. If the shot misses, it will be dangerous. In the video music, Katy Perry puts her hardest effort to do everything it takes to be strong and qualified as a marine. On the development of physical strength, Susan Bordo says that the living body which is trained and shaped will become a socially adapted and useful body (1993, p. 181). In Katy Perry's case, the training and the shaping of her body aims to make her body useful for her career as a good marine.

The general impression of selfhood, desire, masculinity, or femininity has trained and formed the living bodies (Bordo, 1993, p. 165). Living in a military training is an essential process in reshaping the nonmilitant bodies into combatant bodies. Hard training will shape the body over time. Thus, the training and the body transformation prove that the body is not just a 'natural' or 'given' object but can be trained and shaped with a variety of trainings and bodybuilding. Physical bodies can be built to manifest itself as stable and fit as desired.

According to Susan Bordo, muscles have essentially represented and continued to indicate masculine power in physical strength (1993, p. 193). Muscle has been identical with men. For example, there is a body building trend in the media, especially in movies, which have come along since Arnold Schwarzenegger and Sylvester Stallone era. For Katy Perry,

marine training improves her body strength. The marine training changes the shape of her body and grows her muscle. The music video shows the fact that women can also form their bodies to be strong and powerful. Susan Bordo also mentions that female bodies have historically been significantly more vulnerable than male bodies in terms of cultural manipulation of the body(1993, p. 143). Body manipulation happens where the body is shaped and decorated to become more perfect or beautiful. It is nothing new when someone tries to reshape their bodies as it mostly done for various reasons. Female bodies are considered as more sensitive because they often find themselves vulnerable to the developmental ideals and high expectations that projected onto their bodies. Katy Perry's reason to reshape her human body in order to be stronger is not because she wants to be fit in the high expectations about women bodies. Instead, Katy Perry has her body modified as she wants to be an independent and courageous self to decide her own destiny in life.

Katy Perry decides to become a strong individual. This decision does not represent her as a weak creature only because she is determined look like a man to be considered strong. However, a woman has to empower herself to make a decision for her own interests. Hence, in this video, Katy Perry chooses to be strong and discipline as a marine. As quoted by Susan Bordo in her book, people has evolved in the culture where people are already able to determine themselves to turn into what they want and see what is right instead what is wrong (Bordo, 1993, p. 299). Katy Perry has shifted to become masculine proves that as a woman she is capable to do whatever she wants to be and what she thinks is right.



Figure 4.13 Katy Perry in a battlefield (Min 00:03:41)

The varieties of heavy combat trainings show the body as a site of struggle (Bordo, 1993, p. 184). Susan Bordo explains that women should undergo a lot of struggle and practices to achieve perfection, and the media play significant roles in building the perception of how women should look like. For example, women try to achieve feminine ideal by doing diet and cosmetic surgeries. They do the practices for the sake of being perfect. Katy Perry shows a woman who attempts to transform herself by becoming a good marine. In Figure 4.13, she is ready to defend her country in a battlefield after her military trainings. Recruiting women into the army is an advantage for women empowerment. Because of the spirit of equality, women can also be in the marines. Women in the battlefield have existed since World War II even though they had very limited roles such as nurses and volunteers.

Joining the marine means that Katy Perry has entered a new chapter in her life. Katy Perry realizes that life is a constant battle where people have to fight to get what they want. Her desire to make changes in her life and challenge herself are some of the reasons why she joins as a marine member. Katy Perry is brave enough to leave her comfort zone and dares to try new challenges. Her body transformation from feminine to masculine does not mean that Katy Perry assumes her existence as a weak woman. She actually wants to be stronger in her own way.

The early scenes of the video does not give well-defined information about what Katy Perry does in her daily life. There is no clear information about her job before becoming a marine. Katy Perry seems to appear like an ordinary woman. Meanwhile, her partner is pictured as an employee in a company. Her boyfriend's profession illustrates the representation that the man is the money maker or is commonly referred to as a breadwinner. Then, there is a turning point in the video where Katy Perry decides to become a marine.

In this video, it is obvious that Katy Perry has decided to become independent and to work to fulfill her own needs. Katy Perry's experience is in line with Susan Bordo's statement that "the woman's own desire to be hard and ripped, rather than her need to appeal to men, has determined the type of body she is working out to achieve" (1993, p. 297). She goes through several trainings and changes into a stronger woman. Katy Perry's transformation indicates that she does not want to be seen only as an attractive woman. She has chosen not to wait for a man to support herself. Instead, she is committed to take her own steps and become independent. Katy Perry chooses her own way when she wants to be a marine. Shortly after seeing the advertisement on the wall, Katy Perry has risen up a spirit inside of her. It is clear that she has a great passion to complete various trainings in order to become a good marine. Throughout the music video, Katy Perry never whines about her marine routines.



Figure 4.14 Body building (Min 00:02:12)

In her book, *Unbearable Weight*, Susan Bordo points out that the physical body can be a tool and medium of power (1993, p. 143). Katy Perry, in the video, does combat trainings to build her body to become powerful as shown in Figure 4.14. Katy Perry may be unfamiliar with the training course, but she faces the challenges and battles her fears. From her body posture, Katy Perry shows no self-doubt. Every time Katy Perry walks, she shows a high confidence. Her eyes look focused and do not seem weakened despite her heavy body building. Her body always looks upright and ready. This shows a perfect posture of a good marine as marines are always required to look strong and alert.

Katy Perry has accomplished her journey to have a freedom of choice to be whatever she wants. She shows the girl empowerment in the aspect where she appears patriotic and devoted to the country. In the music video, Katy Perry goes forward to a battlefield where in the past only male who was able to be in the frontline and go to the military fights. Different kinds of exercises and combat trainings display a big transformation on how an ordinary woman who was once felt discouraged to become an empowered woman. This music video represents a portrayal of Katy Perry who used to be dependent on others but now she is able to strive and finally rise up to be an empowering figure, in this case, a marine.